(ii) 7.30 PM to 8.00 PM

Monday

Kendra is telecasting folk songs and regional programmes of different regions regularly including folk songs and cultural programmes of Kumaon and general regions, details of few are listed below:—

1. 29.11.2003—1830 hrs.—Kumaon Lok Nritya—30 mts.
2. 13.6.2004—1915 hrs.—Garhwal Lok Geet—15 mts.
3. 9.8.2004—1915 hrs.—Garhwal Lok Geet—15 mts.
4. 7.11.2004—1915 hrs.—Garhwal Lok Geet—15 mts.

Advertising of unworthy products

1092. SHRI T. T. V. DHINAKARAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware of misuse of media for advertising unworthy products to deceive people;

(b) If so, whether Government would make product quality certificate essential for the products to be advertised through any media; and

(c) whether Government would also set up an authority to issue such certificate?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) In so far as the Print media is concerned, the Government does not interfere in the matters relating to the Press. The Press Council of India (PCI) is a statutory authority established for preserving the freedom of the Press and for maintaining and improving the standards of newspapers and news agencies in India. PCI has set the Norms for Journalistic Ethics, which states that the editors should insist on their right to have the final say in the acceptance or rejection of advertisements. The Advertisement Code framed by the Advertising Standard Council of India (A.S.C.I) aims to ensure the truthfulness and honesty of representations of claims made by advertisement and to safeguard against misleading advertisements.

As regards the electronic media, Prasar Bharati, a statutory autonomous Corporation, follows its own code for commercial advertising, which contain stringent provisions for safeguarding the interest of society in general, and consumers in particular. Advertisements transmitted/retransmitted through the Cable Television Network are required to adhere to the provisions of the Advertising Code prescribed under the Cable Television Network Rules 1994 which *inter-alia* prescribes that advertisements shall conform to the laws of the country. The product advertised shall not suffer from any defect or deficiency as mentioned in the Consumer Protection Act 1986, and shall not contain references which are likely to lead to public to infer that the product advertised has some miraculous property or quality which is difficult of being proved.

Earning from advertisements on TV Channels

1093. SHRI C. RAMACHANDRAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the approximate earning from the advertisements shown on TV Channels in a year in Mumbai, Kolkata and Delhi Doordarshan; and

(b) whether there is any check to scrutinize the adds before display and if so, the details of the guidelines being followed in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The average yearly earning from advertisements at these Kendras during the last three years are as under:—

DDK, Mumbai — Rs. 19.50 crores

DDK, Kolkata — Rs. 22.75 crores

DDK, Delhi —Rs. 11.50 crores

(b) Yes, Sir. The guidelines followed by Doordarshan in this regard provide for clearance of the story board of the advertisement by Doordarshan before its production and preview of the advertisement based on the approved storyboard in terms of the provisions of the Code for Commercial Advertising. Only such advertisements that are approved through this process are allowed to be telecast on the different channels of Doordarshan.